

The
Thornhill
Gardens

THORNHILL PARK • 3335

Brand Guidelines

Overview

These brand guidelines serve to assist with the management and delivery of The Thornhill Gardens brand in a clear and consistent manner.

The logo, colour palette and typography combine to form the basic brand suite. While it is important that these specifications are adhered to, it is not intended to restrict creativity. Rather, the aim is to encourage it within the parameters of the defined usage.

Logo

The brand logo can be locked up with one of two colourways. These options help allow for diverse application and interchangeable tones of voice, providing more flexibility and usability across print, digital and other marketing collateral.

The THORNHILL PARK
Thornhill • 3335
Gardens

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Thornhill
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Color Palette

A set of colors that a brand uses consistently in its visual identity to create a strong and recognizable brand image. These colors are an essential element of brand design and play a crucial role in conveying a brand's personality, values, and identity.

Brand Guidelines / Color Palette

Prussian Blue

CMYK 78, 30, 0, 80
RGB 11, 35, 50
HEX #0B2332
PMS TBC

Cherry Blossom Pink

CMYK 0, 31, 26, 3
RGB 246, 169, 180
HEX #F6A9B4
PMS TBC

Platinum

CMYK 0, 3, 4, 8
RGB 233, 225, 222
HEX #E9E1DE
PMS TBC

White Smoked

CMYK 0, 0, 1, 3
RGB 247, 245, 244
HEX #F7F5F4
PMS TBC

Alice Blue

CMYK 11, 3, 0, 0
RGB 225, 243, 253
HEX #E1F3FD
PMS TBC

Thistle

CMYK 9, 14, 0, 13
RGB 199, 188, 221
HEX #C7BCDD
PMS TBC

Lemon Chiffon

CMYK 0, 1, 24, 1
RGB 251, 246, 189
HEX #FBF6BD
PMS TBC

Honeydew

CMYK 10, 0, 7, 8
RGB 210, 234, 217
HEX #D2EAD9
PMS TBC

Uranian Blue

CMYK 30, 10, 0, 3
RGB 171, 221, 247
HEX #ABDDF7
PMS TBC

Brand Pattern

This pattern is an essential part of a brand's visual language and can be applied to various design elements, from packaging and marketing materials to digital assets.

Typography

Aa

Reckless Neue

A serif typeface used for headings and quotes.

Reckless Neue - Regular

Reckless Neue - Regular Italic

Reckless Neue - Medium

Reckless Neue - Medium Italic

Reckless Neue - Semi Bold

Reckless Neue - Semi Bold Italic

Reckless Neue - Bold

Reckless Neue - Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa

Gilmer

A sans serif typeface used for body copy pre-headings and CTA's.

Gilmer - Light

Gilmer - Regular

Gilmer - Medium

Gilmer - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Photography

Brand Guidelines / Photography



Brand Applications



THORNHILL PARK · 3335
**The
Thornhill
Gardens**

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The Thornhill Gardens

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Cultivated living.

your growing family of simply planting seeds for the future, you have every reason to choose New Gardens.

Living in New Gardens, you'll be just a short drive to shops, schools, sporting, leisure and healthcare centres

There is easy access to the M3 Western Freeway. Or be at Rockbank Station in around 11 minutes with parking credits for 320 cars.

Add to these a future station, school and town centre that are all planned within walking distance.

Why pay extra for infrastructure when all these are already provided? That's why the choice to live in New Gardens depends to your head as much as your heart.



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The Thornhill Gardens

Cultivated living.

THORNHILL PARK 3333
The Thornhill Gardens

Cultivated living.

The Thornhill Gardens is committed to building more than just a beautiful place to live.



A connected community surrounded by existing and new amenity.



THORNHILL PARK 3333
The Thornhill





Cultivated living.

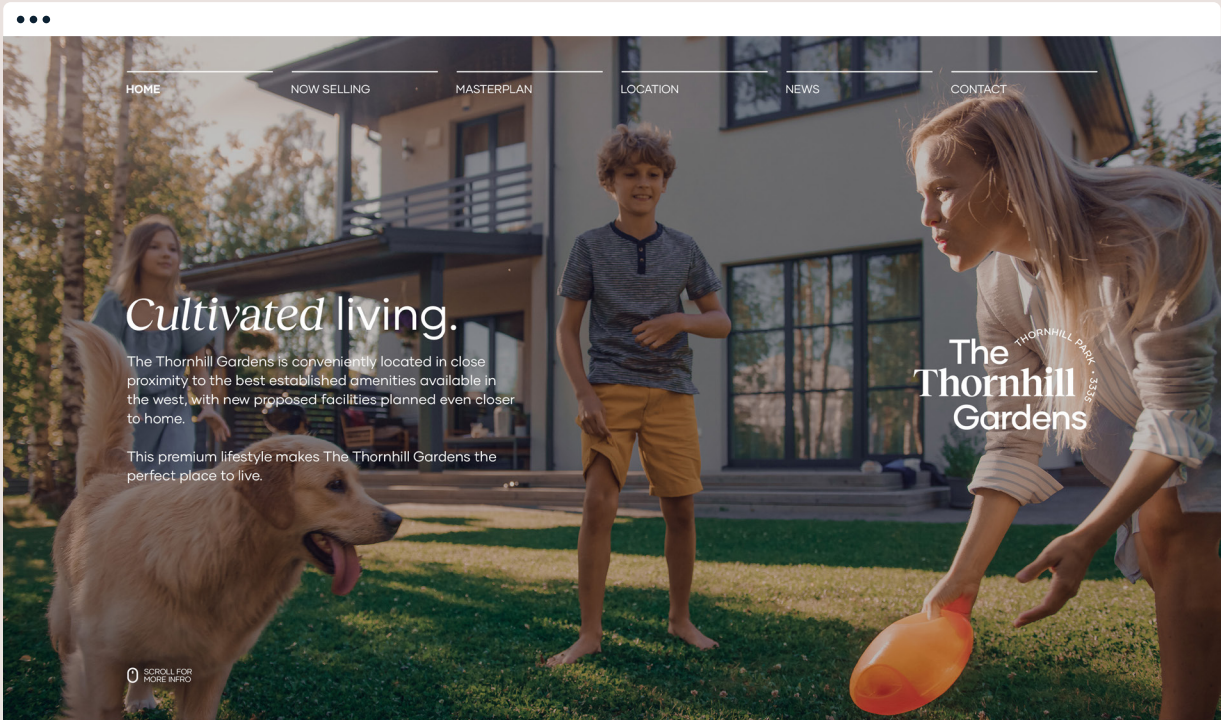
The Thornhill Gardens is conveniently located in close proximity to the best established amenities available in the west, with new proposed facilities planned even closer to home.

This premium lifestyle makes The Thornhill Gardens the perfect place to live.

The Thornhill Gardens

COLLIER FOR HOUSING





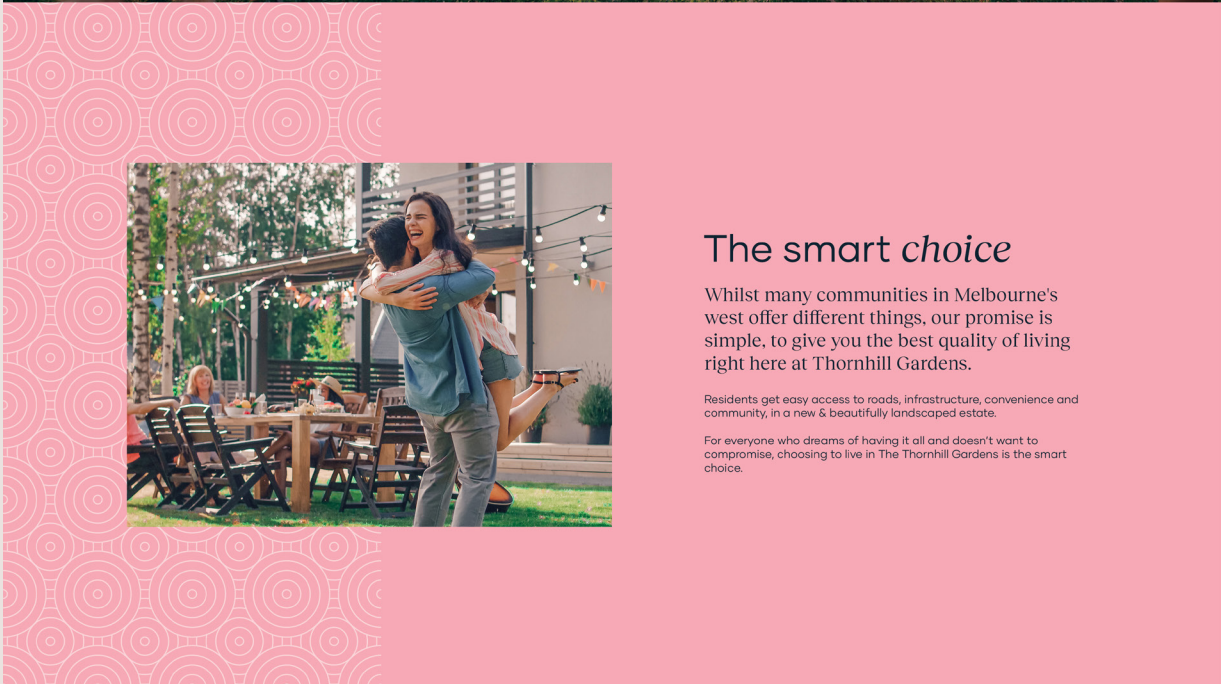
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THORNHILL PARK 53-55
The Thornhill Gardens

0 SCROLL FOR MORE INFO



The smart choice

Whilst many communities in Melbourne's west offer different things, our promise is simple, to give you the best quality of living right here at Thornhill Gardens.

Residents get easy access to roads, infrastructure, convenience and community, in a new & beautifully landscaped estate.

For everyone who dreams of having it all and doesn't want to compromise, choosing to live in The Thornhill Gardens is the smart choice.

The Thornhill Gardens

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For more information about these guidelines please contact
hello@9thdegree.com.au